

WHAT IS CLAIMED IS:

1. A method of constructing a presentation in a platform independent manner, the method comprising:

5 defining a layout that includes a top split, wherein said top split includes a first orientation parameter specifying an orientation for any daughter split created within said top split;
receiving a request to create a daughter split within said top split;
generating said daughter split within said top split in accordance with said first orientation parameter, wherein said daughter split includes a second orientation parameter
10 specifying an orientation for any child split created within said daughter split; and
converting said layout to said presentation.

2. The method of claim 1 wherein said first orientation parameter specifies that each daughter splits created within said top split is arranged either horizontally or vertically
15 within said top split.

3. The method of claim 1 wherein said second orientation parameter specifies that each child split created within said daughter split is arranged either horizontally or vertically within said daughter split.
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4. The method of claim 1 wherein said daughter split is a data split, the method further comprising:

inserting a data object in said data split; and
associating a view with said data object, wherein said view determines how said
25 data object is presented in said data split.

5. The method of claim 4 wherein said data object is a complex object.

6. The method of claim 5 wherein said complex object is a blog or a gallery.
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7. The method of claim 1 wherein said presentation is written in a target language for a target platform.

8. The method of claim 7 wherein said target language is HTML, XML, Java, ASP, PHP,
35 or ASCII text.

9. A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism for constructing a presentation in a platform independent manner, the computer program mechanism comprising:

instructions for defining a layout that includes a top split, wherein said top split includes a first orientation parameter specifying an orientation for any daughter split created within said top split;

instructions for receiving a request to create a daughter split within said top split;

instructions for generating said daughter split within said top split in accordance with said first orientation parameter, wherein said daughter split includes a second orientation parameter specifying an orientation for any child split created within said daughter split; and

instructions for converting said layout to said presentation.

10. The computer program product of claim 9 wherein said daughter split is a data split, the computer program mechanism further comprising:

instructions for inserting a data object in said data split; and

instructions for associating a view with said data object, wherein said view determines how said data object is presented in said data split.

11. A computer system for constructing a presentation in a platform independent manner, the computer system comprising:

a central processing unit;

a memory, coupled to the central processing unit, the memory storing:

instructions for defining a layout that includes a top split, wherein said top split includes a first orientation parameter specifying an orientation for any daughter split created within said top split;

instructions for receiving a request to create a daughter split within said top split;

instructions for generating said daughter split within said top split in accordance with said first orientation parameter, wherein said daughter split includes a second orientation parameter specifying an orientation for any child split created within said daughter split; and

instructions for converting said layout to said presentation.

12. The computer system of claim 11 wherein said daughter split is a data split, the memory further storing:

instructions for inserting a data object in said data split; and

5 instructions for associating a view with said data object, wherein said view determines how said data object is presented in said data split.

13. A method of editing a layout, which defines a presentation in a platform independent manner, the layout comprising a split hierarchy, the method comprising:

10 (A) beginning at the top split in the split hierarchy, for each split encountered in the split hierarchy, building a translation of the split, wherein, when the split is a data split, the building comprises,

(i) retrieving object data in accordance with a view for the data split; and

(ii) applying a template to the data associated with the data split;

15 (B) associating a different menu of options with each split in the split hierarchy as well as retrieved object data;

(C) receiving a menu selection from any one of the different menus of options and,

(i) when the menu selection specifies an action that has parameters:

20 (1) presenting the parameters in a form;

(2) adding, in response to a submission of said form, an entry in an actions table of a database to reflect said submission; and

(3) modifying the layout in the database in accordance with said submission; and

25 (ii) when the menu option is associated with a parameterless action:

(1) adding, in response to said menu selection, an entry in said actions table of said database to reflect said menu selection; and

(2) modifying the layout in the database based upon said menu selection.

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14. A database for storing a layout comprising a hierarchy of splits, the database including:

a layout table that includes a row for storing an identity of said layout and an identity of the top split in said hierarchy of splits;

a layoutdata table that includes a row for each split in said hierarchy of splits,
wherein each respective split stored in said layoutdata table comprises:

- (i) a parent field that specifies the parent split of the respective split; and
- (ii) a type field that specifies whether the respective split is a data split and,
5 when the respective split is not a data split, defines an orientation of the respective split
within the parent split of the respective split.

15. The database of claim 14 wherein the orientation is horizontal or vertical.

10 16. The database of claim 14 further comprising:

a views table for storing a different view for each data split in said split hierarchy,
wherein each said different view references an object; and
an objects table for storing each said referenced object.

15 17. The database of claim 16 wherein an object in said objects table is a text object, a
blog object, or a gallery object.

18. The database of claim 17 wherein the object is a blog object, the database further
comprising a blogdata table for storing each blog entry in said blog object.

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19. The database of claim 17 wherein the object is a gallery object, the database further
comprising a gallerydata table for storing each image in said gallery object.

20. The database of claim 14, the database further comprising an actions table for storing
25 each operation on said layout that is performed by a user.